

ORDER



Orders
Order / Rev: 722022
Alt Order #: 06371765
Product Desc: HOUSE MAJORITY PAC
Estimate: 2034
Flight Dates: 10/30/12 - 11/12/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	79	\$102,700.00	\$87,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	79	\$102,700.00	\$87,295.00	0.00
Totals	79	\$102,700.00	\$87,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			6		\$250.00		0.00				
2	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	MTWTF--	:30	2	\$3,250.00	P-2	0.00	NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$3,250.00		0.00				
N 3	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$850.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		3	KARE	10/30/12-11/05/12	Tonight Show	1035pm-1135pm	MTWThF----	:30		(\$850.00)		0.00	NM		
		Credited													
4	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	7	\$350.00	P-2	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			7		\$350.00		0.00				
5	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			6		\$350.00		0.00				

Advertiser:	House Majority PAC
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Estimate:	2034

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
6	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		6				\$500.00		0.00			
7	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$400.00		0.00			
8	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		6				\$1,500.00		0.00			
9	KARE	10/30/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$2,000.00		0.00			
10	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$2,000.00		0.00			
N11	KARE	10/30/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	5	\$2,250.00	P-2	0.00	NM	4	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$2,250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/30/12-11/05/12	M-F 630-7p		630pm-7pm	MTWThF----	:30		(\$2,250.00)		0.00	NM		
		Credited													
12	KARE	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$1,000.00		0.00			
13	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$400.00		0.00			
14	KARE	11/05/12	11/12/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		2				\$8,500.00		0.00			
	Week:	11/12/12	11/18/12	-----		0				\$0.00		0.00			
15	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$3,250.00		0.00			
16	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,850.00	P-2	0.00	NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$1,850.00		0.00			
17	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	230-6P (2:28 PM-6:00 PM)	-----S-	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		NOT ON CARD ND FOOTBALL													

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	230-6P (2:28 PM-6:00 PM)	-----S-	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
NOT ON CARD ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	3		\$750.00		0.00						
18	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
MN BOUND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,200.00		0.00						
19	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$850.00		0.00						
20	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1105P-1135P	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
MINN BOUND<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$850.00		0.00						
21	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
KARE11WS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,100.00		0.00						
22	KARE	11/04/12	11/04/12	Football Night in America Football Night in America	CM	6-715P	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$2,500.00		0.00						
23	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$400.00		0.00						
24	KARE	11/06/12	11/06/12	M-F 9-10a TODAY	CM	9-10a	-T-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
REBOOKED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	2		\$400.00		0.00						
25	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030=1105p	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$4,000.00		0.00						
26	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1105p-1135p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,500.00		0.00						
27	KARE	11/04/12	11/04/12	Vikings Special Vikings Special	CM	Va (10:00 AM-10:30 AM)	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$2,500.00		0.00						
N28	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	Fri Prime (6:58 PM-8:00 PM)	----F--	:30	2	\$1,550.00	P-2	0.00	NM	2	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	2		\$1,550.00		0.00						
Totals													79	\$102,700.00	